

"SIMON &
SIMON"

"THE
VERDICT"

MX
MISSILES

DEFENSE
CONTRACTORS

DON
MARTIN

...and the usual gang of idiots are all in this issue of...

No.
239
JUNE
1983

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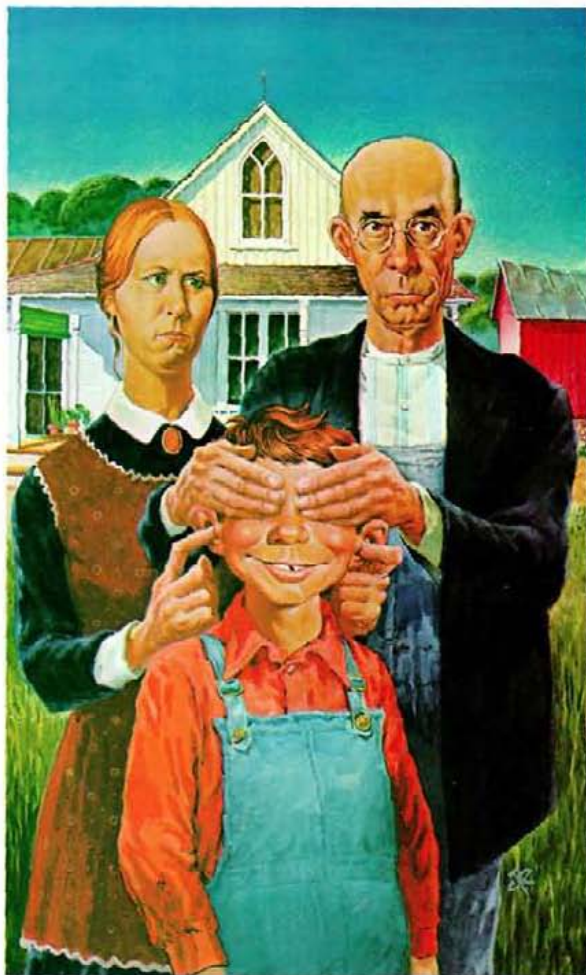
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the usual gang of idiots

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**Various Places Around The Magazine

MAD (ISSN 0024 9219) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 Madison Avenue, New York, N.Y. 10022. Second class postage paid at New York, N.Y. and at additional mailing offices. Subscription in U.S.A.: 10 issues \$9.75. Outside U.S.A.: 10 issues \$11.25. Entire contents copyright © 1983 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, 485 Madison Avenue, New York, N.Y. 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

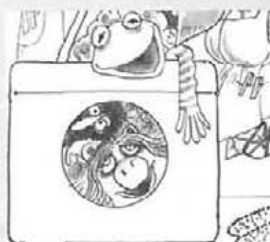
VITAL FEATURES

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SIMPLE"
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TO HIDE
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LETTERS DEPT.



"SAVE 20¢"

Congratulations on the March '83 "Save 20¢ On This Issue" cover. The man at the newsstand gave me 20¢ change! Keep up the good work!

Rosemary Grosse
Ridgewood, NY

You guys thought you were so smart telling us to save 20¢ by not writing to tell you how bad the issue was. Schmucks! If we didn't write to tell you how bad it was, and we didn't send the letter Federal Express, we could save \$25 or more!

Melinda Hodges
Stokesdale, NC

I saved a dollar by not buying the magazine at all!

Mike Feeney
Northvale, NJ

A CHANGE OF MENU

Next time you're short a two page article for the magazine, just change the title of "How To Read An Airline Menu" to "How To Read A Hospital Menu." It applies perfectly.

Joe Hainthaler
N. Haledon, NJ

NOT KOSHER

I have one question concerning your article "Other Truth In...Laws". Why is it that all the men are wearing Jewish beanie's at a Catholic Confirmation ceremony?

Patty LaShoto
Medford, MA

They got on the wrong bus.—Ed.

"SOAP OPERA LAWS"

My concern and kind thoughts go out to Angelo Torres and Mark Dressler, who sacrificed their minds while doing the research which produced "Some Simple Laws That Make Sense Out Of Soap Operas". Such valor surely must be rated "above and beyond the call".

S. Thomas
Tacoma, WA

BIG MOUTH OF THE SOUTH

The intelligence of you Yankees never ceases to amaze me. We folks here in Tennessee probably see more of them than the northern states where they live. In issue #237 in the "Foreigner's Travel Guide To The U.S." you point out that all visitors should make their way to Nashville to see Elvis's "shrine". Nashville is the home of many historic and beautiful landmarks, gentlemen, but it is Memphis which has Graceland, Elvis's home. It would sure make us Volunteers a lot happier if our friends to the north would educate themselves before degrading "The Three Great States Of Tennessee" by mislocating such a famous landmark!

Lance Douglas
Knoxville, TN

FOLLOWING THE INSTRUCTIONS

Mr. Steve Ross
Chairman, Warner Communications, Inc.
75 Rockefeller Plaza
New York, NY 10019

Dear Mr. Ross:

Pursuant to the directions in the current issue of MAD Magazine, I am writing to tell you that I think MAD is absolutely great, and that William Gaines, Albert Feldstein, Nick Meglin, John Ficarra, Leonard Brenner and Tom Nozkowski (to name only the top six on the masthead) are doing a magnificent job.

The above-mentioned deserve a good pat on the back, a substantial Christmas bonus and a hefty increase in salary.

I've been a fan of MAD's for 25 years now, and hope to keep it up for another 25!

Scott Crom
Beloit, WI

The above letter is typical of the thousands upon thousands that have poured in since our "Extremely Important Message" was printed. As of yet, no hefty raises for the staff, but we're still hopeful.—Ed.

While sitting here this Christmas Eve waiting for Santa Claus to bring me my goodies, I began reading the March '83 issue of MAD. I must take this opportunity to thank you for the complete instructions on how to read the magazine. I never knew how 'til now! Since I have been raised to follow instructions, and I am a female between the ages of 19 and 35, I am enclosing a photo of myself as you instructed. I hope this will be as useful to you as your magazine is to me.

J.E. Baushe
Lansing, IL



A MAD Reader: Her Best Side?

I protest and argue—what's more—I deplore your request for girls "between the ages of 19 and 35" to send in their photographs and phone numbers. (MAD #237, "An Extremely Important Message From The Editors"). What is wrong with the extremely wonderful girls over 35? We are warm, beautiful, sexy, intelligent and we know a thing or two. I think your outlook is prejudiced, narrow and obnoxious. What's more, you'll miss out on a lot!

Carol Mikelsons
Age 39
Peckskill, NY

You're right! And you sound great! Send us your photo.—Ed.

WEIGHTS, MEASURES & DISTANCES

6.8 tons... is the total amount of junk in Andy Rooney's office.

Steve Sestrich
Pittsburgh, PA

"PALTRY GUISE"

Your version of "Poltergeist" was great! It had to be written by a ghost writer!

Davy Frankle
Staten Island, NY

I have one question. How did JoBeth Williams (the mother in "Poltergeist") become a non-entity with you guys? When you satirized "Kramer vs. Kramer" (MAD #217) you claimed she was a "10"!

Richard Blue
Hollywood, CA



JoBeth Williams: From A "10"...

I'm Dyin' Feeling... a typical suburban housewife! I'm also a typical Steven Spielberg suburban housewife! That could be a problem! They told me to take this role because being in a Steven Spielberg movie would mean fame and recognition! But after this movie, I'll probably be as famous as those OTHER Spielberg housewives... like "Whatsername" in "Jaws" and "Whozit" in "Close Encounters" and "Watchacallit" in "E.T."!



... To A Non-Entity

That's show biz!—Ed.

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- ☐ MAD for Kicks
- ☐ The Uncensored MAD
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- ☐ MAD Horses Around
- ☐ The Eggs Rated MAD
- ☐ A MAD Carnival
- ☐ Explosive MAD
- ☐ MAD Barts
- ☐ Eternally MAD
- ☐ ARAGONES "Viva MAD"
- ☐ ARAGONES MAD about MAD
- ☐ ARAGONES MAD ly Yours
- ☐ ARAGONES In MAD we Trust
- ☐ ARAGONES MAD as the Devil
- ☐ ARAGONES Incurably MAD
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Hi! I'm Dum Magnum... as if you didn't know! You may wonder what I'm doing here in this ridiculous magazine when you usually see me in more intelligent and sophisticated publications... like "THE STAR" and "THE NATIONAL ENQUIRER"!

Well, let me try to explain...! First of all, I'm sure you're all familiar with the weekly TV series that's blessed with the good fortune of following my top-rated show on CBS every Thursday night, right?

THIS SMOTHERS THE BROTHERS DEPT.

SIMPLE

Are you anybody famous?

I'm A.K. Simple... and what I'm about to say doesn't make very much sense... but then, nothing DOES on this show!

For instance... would you believe that this sloppy, ill-dressed clod-kicker, who looks like a reject from a Marlboro ad, is my BROTHER???

I hat he lives in this old house-boat parked on my lawn, drives a beat-up pickup truck, and is a six-pack and pizza man... while I live in this great waterfront pad, drive an expensive sports car, dine at the finest restaurants and drink vintage wines??

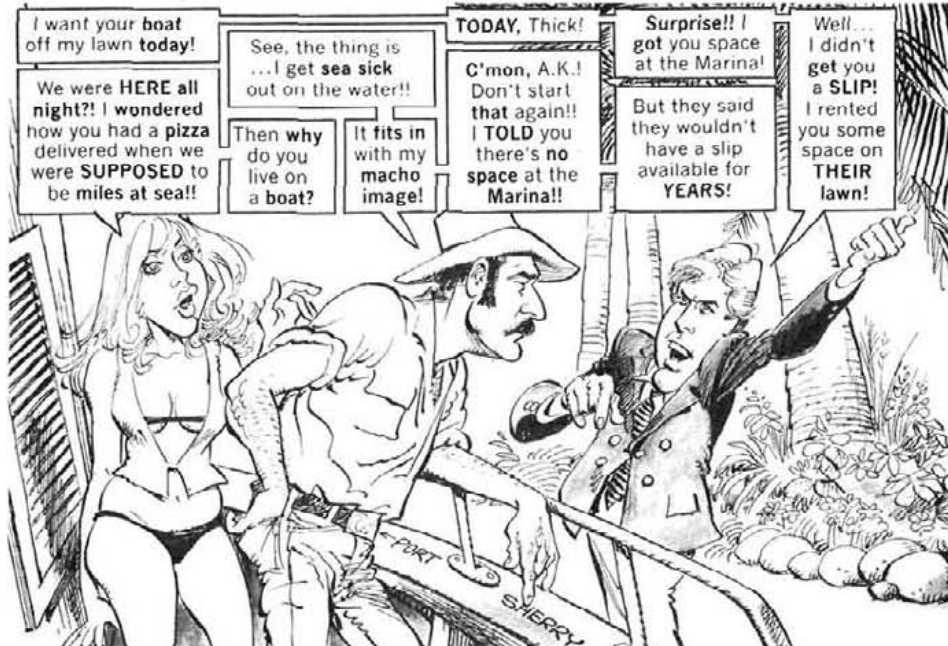
You bet it doesn't make much sense... especially since we're PARTNERS in a Detective Agency, and we're supposed to be SPLITTING everything 50-50!



Well, if it weren't for my left-over audience, that turkey would have been cancelled months ago and been replaced with something really original... like "The Thursday Night Movie"!

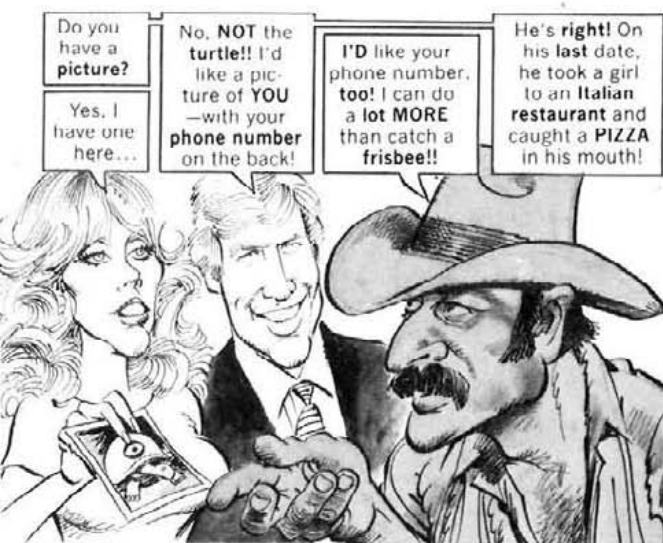
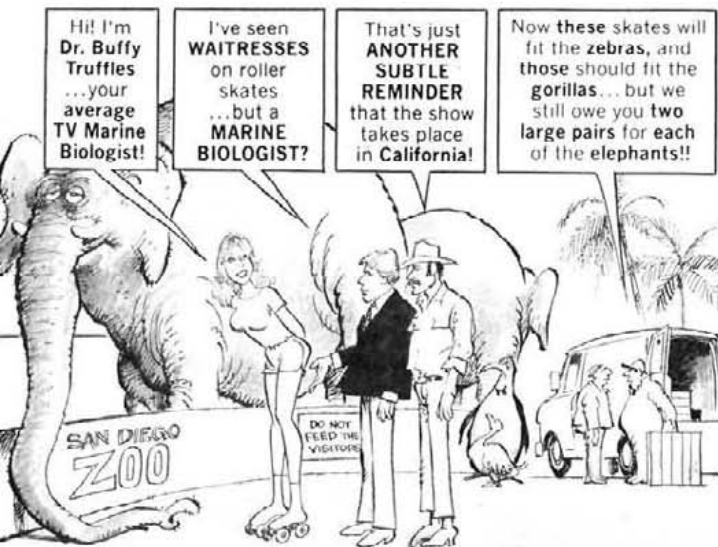
And so, to make sure you MAD clods read it, MAD's Editors figured they'd do the same thing CBS does, and get me to do the lead-in to their version of the freak hit about the two detectives whose names describe their show's plots... and their show's intelligence level:

& SIMPLE



ARTIST: MORT DRUCKER WRITER: LOU SILVERSTONE AND DICK DE BARTOLO





Oh, wow!
Talk
about
your
sibling
rivalries!

Hey,
A.K.!
Do you
HAVE
to
DIP?!

Thick, you know how—every
week—when I tell you to
move your boat, and then
you ask me if you can use
my shower and I say "No!"?
Well, I just changed my mind!

You CAN
use my
shower!
Please
use it!
NOW!!

Thick... why don't you
do one of your famous
"character" bits down
at the waterfront, and
see if you can pick up
anything on the turtle,
while I take Buffy home!

WHAT?! You take
the girl home...
while I hang out
with a bunch of
sweaty sailors?!?
That's ridiculous!

No... the
ridiculous
part is that
you always
agree to do
these dumb
assignments!



Hi! Call me
"Ishmael!"
"Schlemiel"
would be a
lot more
appropriate!

Yo-ho-ho and
a bottle of
Perrier!
Pss! That's
"rum", you
schmuck!!

I know it!
I know it!
I'm only
trying to
bring the
place UP
a notch!



Get out—
and stay
out! Don't
ever come
back, you
ruddy
landlubber!

How do you suppose
they broke my cover?
Birdbrain! When you
go into a waterfront
dive, you never ever
order "quiche"!

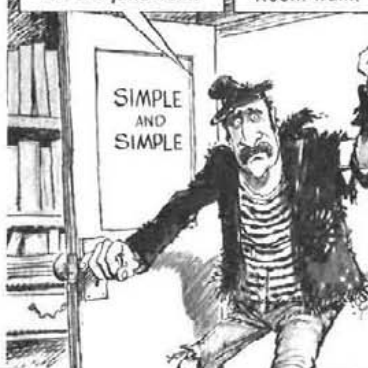
But it
wasn't
just
quiche!
It was
seafood
quiche!!

What did you learn
at "The Filthy Rat
Waterfront Hole"?
Never give a sailor a
quarter and ask him
to play his favorite
Elton John Record
on the juke box!!

I mean... did
you get any
good stuff on
the TURTLE?
No, but I got
great stuff
off the Men's
Room wall!!

That's it...?
Is that all??
Yeah, except
for some cuts,
abrasions and
a possible
concussion!
How'd you do?

Oh, I just
got a few
hickies
...but
don't you
worry
about me!
I'll be
fine!

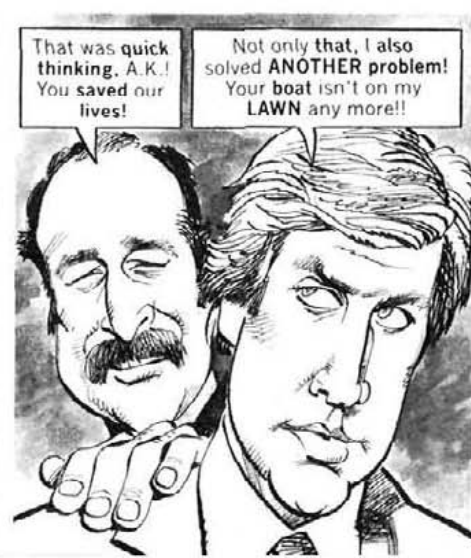
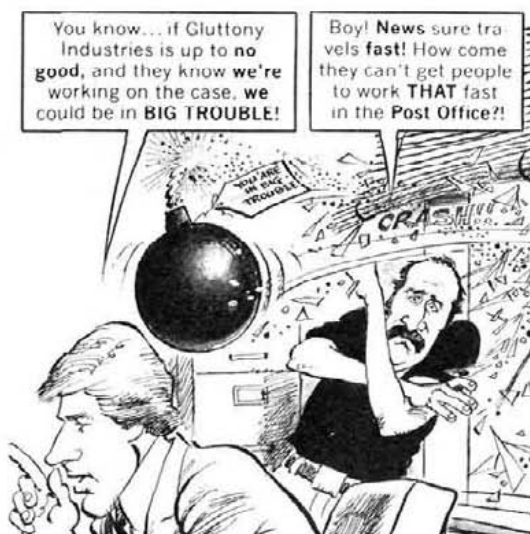


I've got infor-
mation that will
help you crack
the turtle case!
It's yours for
twenty-five bucks!

Plus fifteen
cents a mile
for travel!
WHAT...?!?
YOU didn't
do any
travelling!

No, but the turtle
did! About three
thousand miles!!
It came from The
Galapagos Islands!
I got THAT from
Jacques Cousteau!





Hey, Jamit... somebody just tried to kill your favorite gorgeous hunk of detective!

Oh, NO!! Is Magnum all right?!

I'm not talking about Magnum!! I'm talking about the two really macho detectives who work side by side all the time and—

Gee... I sure hope Cagney and Lacey are OKAY!

Forget it!!

Can that computer give us a list of people who'd like to silence Simple and Simple...??

Sure! There's Gene Shalit, Joel Segal, Robert MacKenzie, Marvin Kittman, Judith Crist, Rex Reed—

We mean BESIDES TV Critics!



See if your computer can come up with anything on a turtle named "Mock"... and a company called "Gluttony Industries"...

Okay! Let me program the information! First, I have to turn off this "Humor Circuit" so the computer doesn't have a laughing fit at the lack of logic we're displaying here...!

And now, just as soon as I put my hand over the brand name of this computer to protect its identity, we'll have our information...

Okay, here's the dope! Gluttony is conducting an "Anti-Missile Weapons Test And Topless Barbeque Picnic" at noon today!!

I mean, is this whole town laid back, or what?! An "Anti-Missile Weapons Test AND Topless Barbeque Picnic"? Wow! I LOVE it!

What a break!! This may be it! Let's pick up some bombs... some bullets... and our Bikinis, and get out there!!



Something's not exactly kosher about those TWO FISHERMEN! Why are they wearing masks?

They probably would like to work in television again after this show is over!

There's something very suspicious going on!! They're taking pictures!

What's so suspicious about taking pictures?

With FISHING POLES?? And besides, the "TOPLESS BARBEQUE" is the other way!!

Holy cow... they're shooting at us!!

Now I'd call THAT suspicious!

Let's get them!!

They've got guns and are shooting at us—and you want to go chase them?! I'D call that INSANITY!



Hey, how come we can beat up these guys who are bigger than we are and are karate experts?

If you'd paid attention back in the first panel, you'd know that nothing in this show makes sense!

Why are you stealing missile secrets from your own company!

It's a "cover" operation! The U.S. won't let us sell weapons to certain countries, so we have to make those weapons sales look like sabotage!

Okay, where's the turtle?

He's already started his mission, delivering microfilm of our missile test to a sub off shore by following its sonar sound!

Thick, this is no time to listen to the "Top Ten"!

I'm trying to jam the sonar with some cool rock sound!!

Hey...it's working! Here comes Mock!!



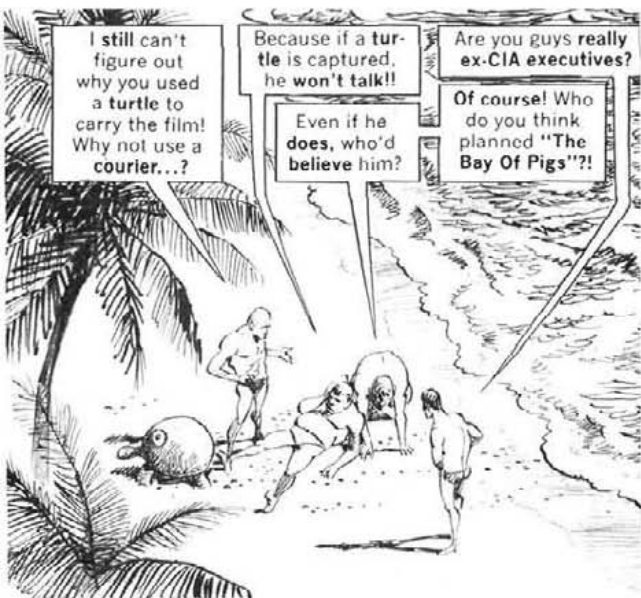
I still can't figure out why you used a turtle to carry the film! Why not use a courier...?

Because if a turtle is captured, he won't talk!!

Even if he does, who'd believe him?

Are you guys really ex-CIA executives?

Of course! Who do you think planned "The Bay Of Pigs"??



Well, the Government settled the Gluttony Industries case...!

Did they throw the BOOK at those dudes?

Not exactly! They were fined \$500 for turtle-knapping—and Gluttony got a billion dollar contract to develop its anti-missile missile!

Hey... I thought this was SATIRE, not REAL LIFE!!



Boys, I have bad news! I just found out you're NOT really my SONS! There was a mix-up at the hospital, and...

THESE are my sons!!

DAN AYKROYD and STEVE MARTIN... those "wild and crazy" CZECH BROTHERS?!!

YOU guys can't do this show!! This is a CRIME SHOW!!

We've Seen your show, and it IS a crime!!

Now, at least, this show will feature TWO BROTHERS who are SUPPOSED to get laughs!!

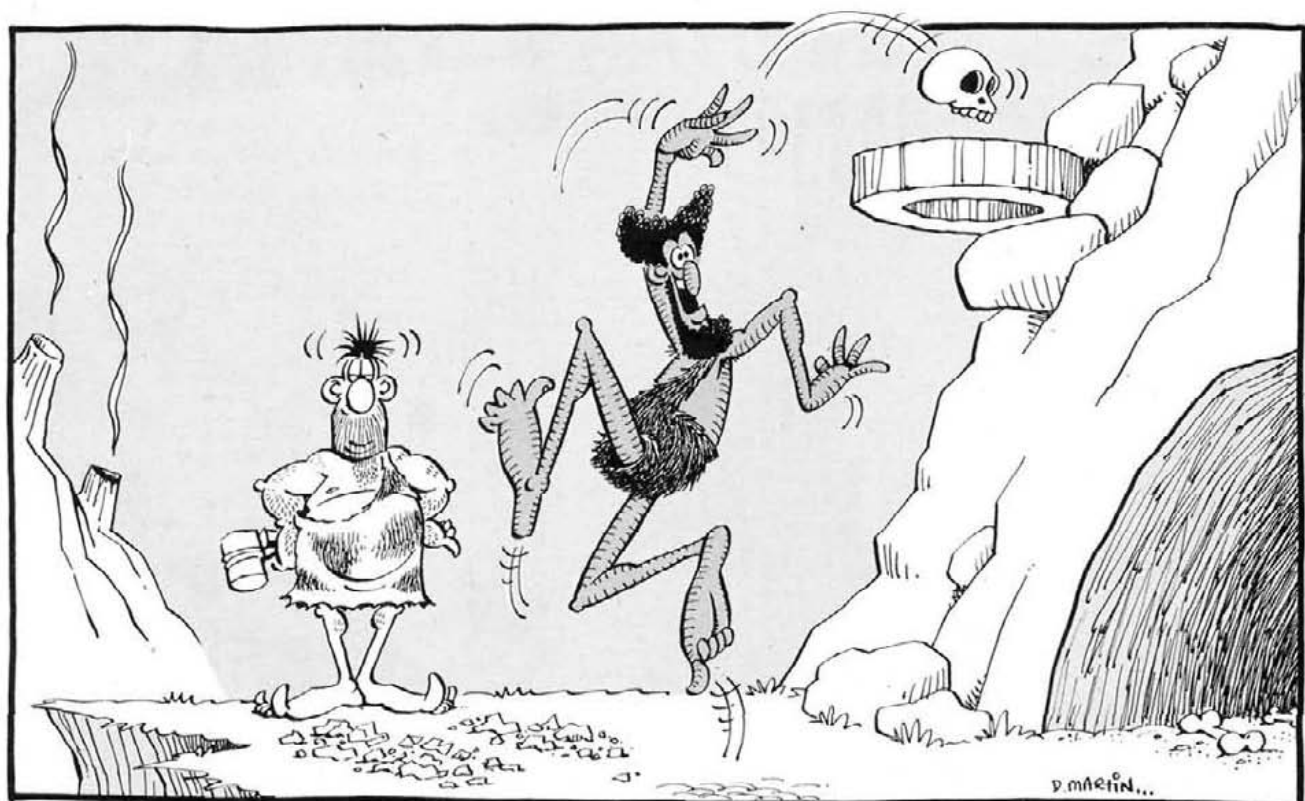
Yeah... but do you think you'll be able to keep up our great RATINGS!

Hey, Man... with the lead-in you've got, the TEST PATTERN could keep up your great ratings!!



END

ONE PREHISTORIC MORNING WHILE INVENTING

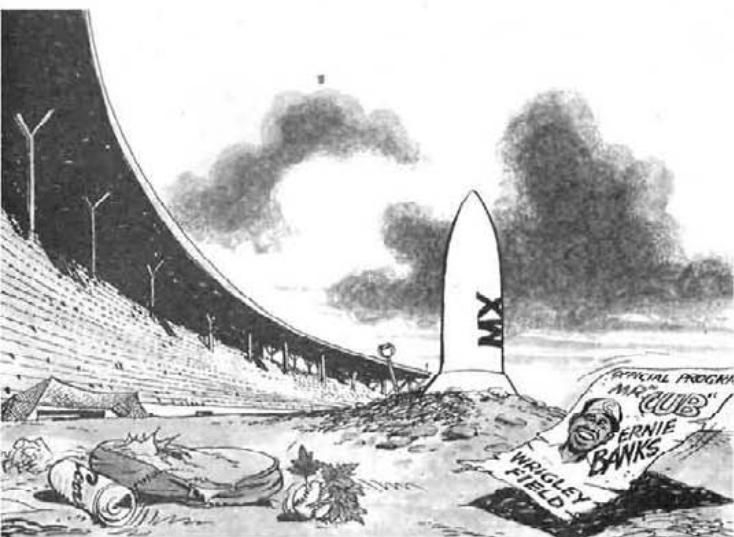


BOMBS AWAY DEPT.

One of the problems facing the Reagan Administration is what to do with the M-X Missiles. Mainly...where to hide them so the Russians won't find them. Now this may be a problem for the big brains at the Pentagon, but not for us bird brains at MAD. We figure there are plenty of places to hide missiles. Lonely, deserted, out-of-the-way spots where no one would ever think to look. To show you what we mean, here are a few MAD suggestions for fool-proof—

PLACES TO HIDE THE M-X MISSILES WHERE THEY WILL NEVER BE FOUND

ARTIST: GEORGE WOODBRIDGE WRITER: PAUL LAIKIN



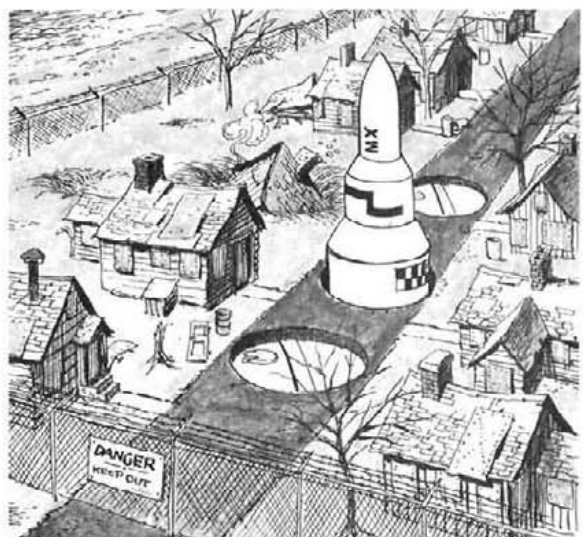
12 IN WRIGLEY FIELD, WHETHER THE CUBS ARE PLAYING OR NOT



IN CHRYSLER SHOWROOMS AROUND THE COUNTRY



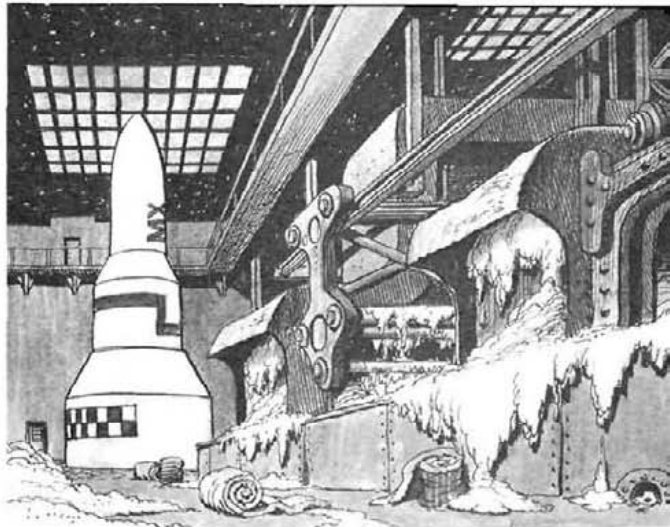
IN THE RICHARD M. NIXON LIBRARY
(wherever they build it)



IN ANY HOME ALONG THE LOVE CANAL



IN ANY "STRAIGHT" BAR IN SAN FRANCISCO



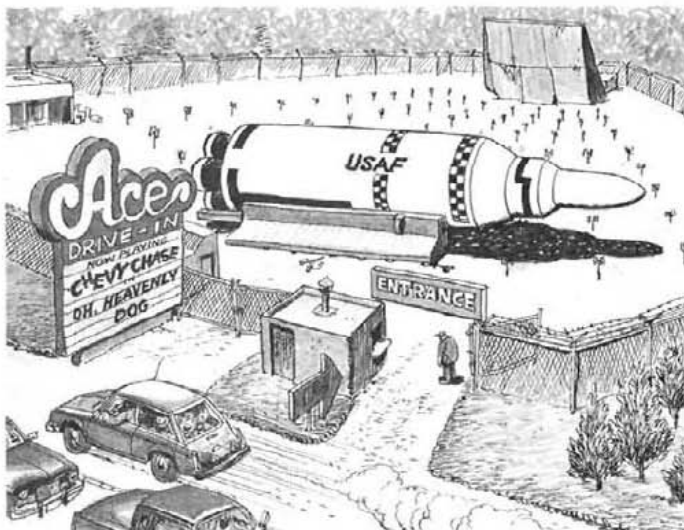
IN ANY ASBESTOS FACTORY AROUND THE COUNTRY



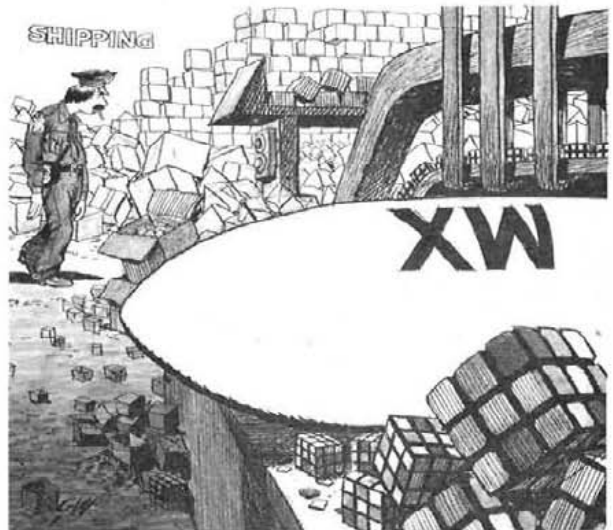
IN CENTRAL PARK AFTER DARK...AND...



IN THE SOUTH BRONX ANY TIME OF THE DAY OR NIGHT



IN ANY THEATER SHOWING A MOVIE WITH CHEVY CHASE



IN ANY RUBIK'S CUBE PACKAGING PLANT

We're all pretty familiar with the kinds of notes us plain, ordinary folks jot down on our desk calendars to remind us of the unexciting, dull things we have to do each day. But have you ever wondered what

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8	9	10	11	12	13	14	15
16	17	18	19	20	21	22	23
24	25	26	27	28	29	30	31

15

Talk to National Geographic Magazine about having me officially named "THE EIGHTH WONDER OF THE WORLD"!

Cancel dental appt. Can't stand the pain of having my mouth open... and not talking!

Call Don King re: next comeback fight... with George Steinbrenner? Billy Martin? Herre Villechaise. Check into "Weight-Watchers"!

MICK JAGGER

JANUARY

THURSDAY

6

JANUARY	S	M	T	W	T	F	S
	1	2	3	4	5	6	7
8	9	10	11	12	13	14	15
16	17	18	19	20	21	22	23
24	25	26	27	28	29	30	31

MAKE TASTEFUL ENTRANCE AT UNCLE BOB'S FUNERAL TODAY. PAINT THE CHERRY-PICKER BLACK.

SET ASIDE THREE SEATS AS A "NO SMOKING" SECTION AT MY NEXT CONCERT...FOR MY FANS WHO DON'T DO POT.

SEND FOR "Learn GUITAR At Home" COURSE--TODAY!

CALL TAILOR. ASK WHY MY PANTS ARE STILL SHAKING WHILE HANGING IN THE CLOSET!

RONALD REAGAN

S	M	T	W	T	F	S
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FRIDAY

DECEMBER 31

1902

Ask Gary of Interior Wall why Environmentalists hate him... as soon as he gets back from dedicating the new "GRAND CANYON CONDOS" --

Tell my old Show biz agent I like his idea of doing a cameo role in a film to hype my image with the youth. But what is "Cheech and Chong"???

Say something nice about blacks and colored folks in my next "EQUALITY" speech

BROOKE SHIELDS

FEBRUARY

MONDAY

7

Ask Mom if I'm too old to date Roman Polanski --

Call Dermatologist re: Is it all right to use turpentine on my skin to peel off my Calvins?

Tell "Penthouse Magazine" it's okay to use nude photos of me at age 9 for their "KID PORN" article as long as it's done in good taste!

Confirm Cover Photo Sessions for: "People" "Glamour" "Seventeen" "Motor Trend" "Popular Mechanics" and "Smithsonian"

FEB	S	M
	6	7
	13	14
	20	21
	27	28

kinds of messages famous people leave for themselves on their daily calendars? No? Well, neither do we! But we're on a roll with this terrific introduction, and we can't stop now! So here we go with—

WRITER: LARRY SIEGEL

CELEBRITIES CALENDARS

JOHN McENROE

WOODY ALLEN

Get in shape for
Sat.'s big match:
Yell at maid!
Scream at accountant!
Break three lamps!
Work on obscene gestures!

Check why no mail from
"John McEnroe Fan Clubs!"

Check why no
"John McEnroe Fan Clubs!"

Sunday, January 23

JANUARY 1983

March
19

SEND GOLD WATCH TO MY SHRINK
FOR OUR 25th ANNIVERSARY
TOGETHER. (WHO SAID I'M
INCAPABLE OF HAVING A LASTING
RELATIONSHIP!?)

SEND ANGRY NOTE TO SALVATION ARMY
FOR REJECTING MY LAST CONTRIBUTION
OF USED CLOTHING. WHAT DO THEY
MEAN BY "NOBODY'S THAT HARD UP"?

THROW A PARTY FOR MARLON BRANDO.
HE PROBABLY WON'T SHOW UP...
BUT THEN NEITHER WILL I!

JERRY FALWELL

24

Thursday
February
1983

Soften image as Right Wing
Extremist by opening dialogue
with Pinkos and Liberals.
Start today by inviting Billy
Graham to lunch.

Begin filming my new
religious TV show, "God
and Jerry"! (Talk to
producer about order of
title billing!)

Check Bible for
appropriate passages
on the evils of

electronic
games!

BURT REYNOLDS

Thursday

5

Friar Roast this Saturday--
-- Write appropriate zingen
-- Pick out appropriate jeans
-- Choose appropriate hair piece
(ORDER NEW SUPPLY OF GLUE FOR ABOVE)

Call Acting Coach re: Brush-up course
in "CUTENESS"

For my big date with the "Dallas Cowboy
Cheerleaders" tonight, order the
following:

-- Flowers -- Champagne
-- Two dozen satin sheets
-- Paternity suit release forms
-- Oysters and Ginseng
Oxygen tank

FEBRUARY 1983						
S	T	W	T	F	S	S
1	2	3	4	5		
8	9	10	11	12		
15	16	17	18	19		
22	23	24	25	26		

SICKNESS



BERG'S-EYE VIEW DEPT.

THE LIGHTS

JOGGING



MARRIAGE



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

SCHOOL



EATING



OFFERS



SLEEP



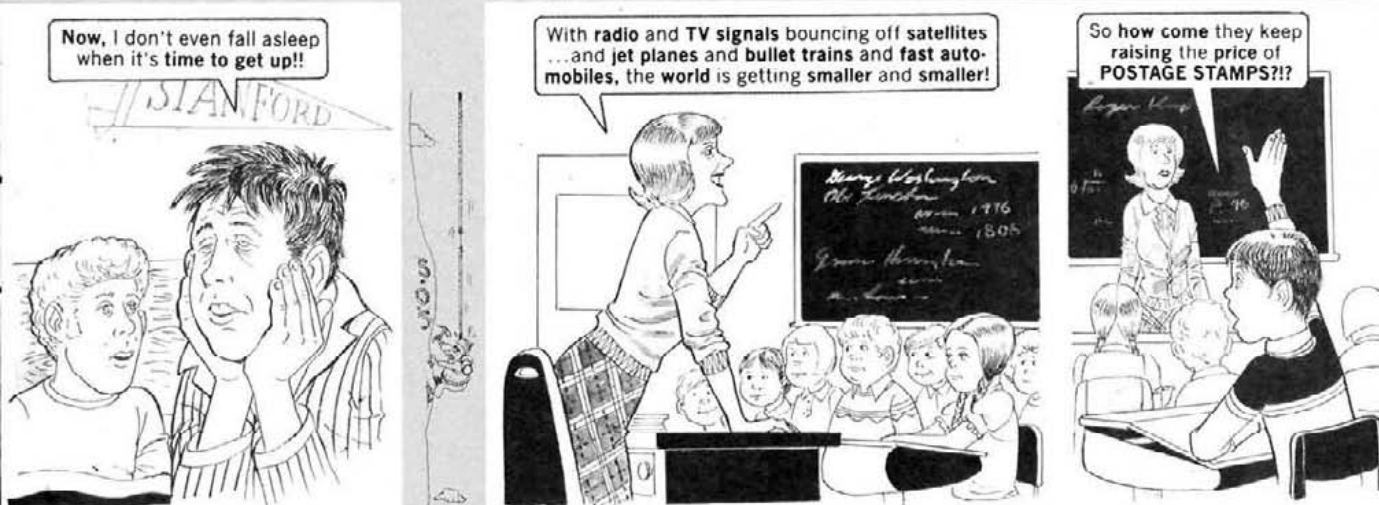
PERSONALITIES



BUMPER STICKERS



LOGIC



PETS



NEIGHBORS



Mr. Kaputnik, I made these delicious doughnuts, and I'd like to offer you some! But I'm afraid I'll spoil your appetite for dinner tonight!

Just one second...



Hmmmm...



You can feel free to spoil my appetite for dinner tonight!!



EMPLOYMENT

I hear you're looking for an ERRAND BOY! I'm available!

Okay, you're hired!



Just one problem! I can only come in after school!

We can work it out!



Suppose you start at four, and work until eight! The pay will be \$30 a week!



Okay...! Now, what kind of Retirement Plan do you have?



TELEVISION

Mel's TV Repair...

My TV set isn't working right!



What seems to be the trouble?

Well, I think the VERTICAL ADJUSTMENT is on the blink!



What makes you think so?

I'm watching the "News Of The Day" right now, and the Anchorman's face is VERY LONG!



Lady, if you hadda deliver today's news, YOU'D have a LONG FACE, TOO!!



T BIG-TIME TV

PAUL PETER PORGES



IMMEDIATELY AFTER THE SIGN-OFF ON "FAMILY FEUD"



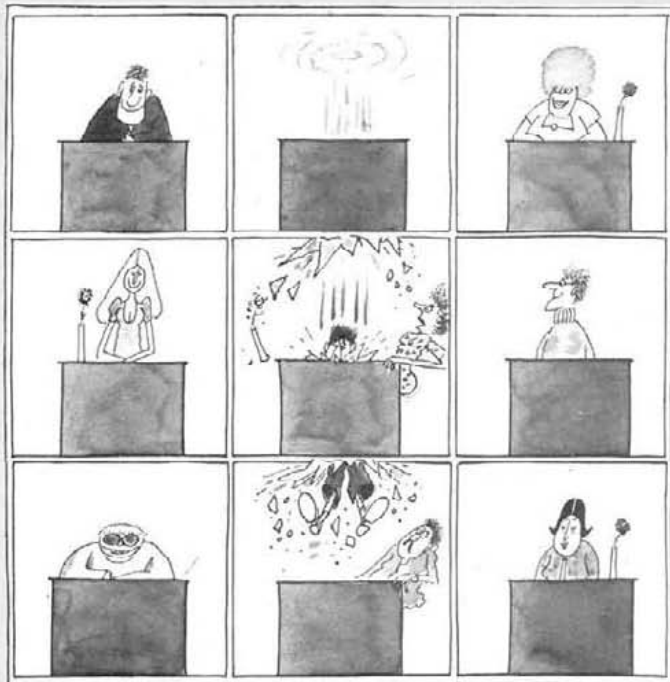
"60 MINUTES" EXPOSING "20/20" EXPOSING "60 MINUTES" EXPOSING "20/20"...



FANS WAITING OUTSIDE THE STUDIO STAGE DOOR FOR DON RICKLES



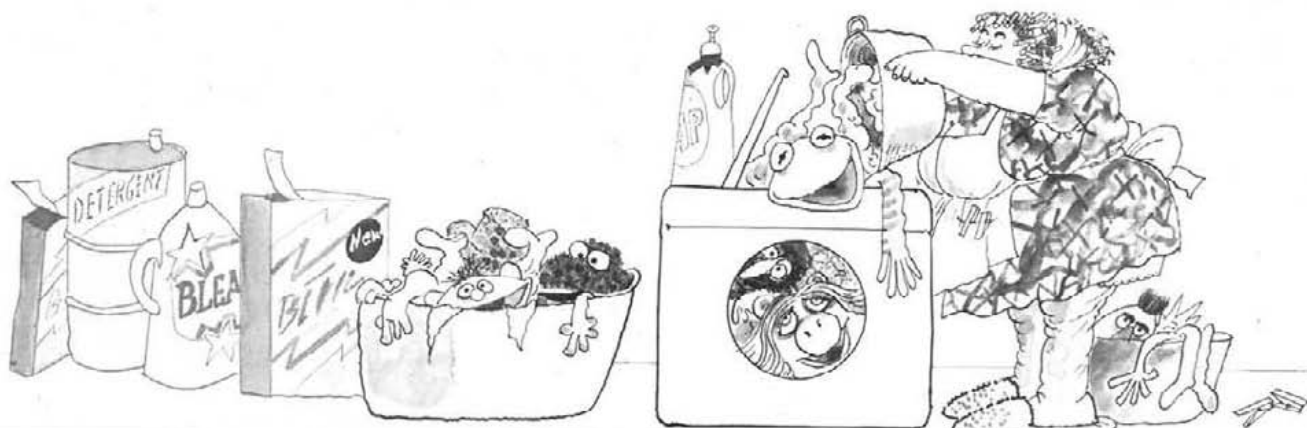
SCHEDULING MIX-UP ON "SERMONETTE"



BREAKTHROUGH ON "HOLLYWOOD SQUARES"



DURING A COMMERCIAL BREAK ON "THE JOHNNY CARSON SHOW"



CLEANUP TIME FOR THE MUPPET SHOW

President Reagan wants to spend almost two trillion dollars on defense in the next few years. (We spelled out "two trillion" because we don't even know how many zeros there are in a trillion!) This news got us to wondering where all the money would be going. So we decided to check it out by assigning the one man really qualified to investigate this madness, MAD's top investigative reporter, Ed Razner...who needs the work since he stopped playing Lou Grunt. Anyway, here's Ed's report on



MAD'S "DEFENSE CONTRACTOR" OF THE YEAR

ARTIST: AL JAFFEE

WRITER: LOU SILVERSTONE

Hi! I'm Ed Razner, hard-hitting, tough reporter for MAD Magazine! I'm here with Mr. Dodd E. Warbucks, MAD's "Defense Contractor Of The Year"!

Mr. Warbucks... why does your company work almost exclusively on Government Defense Contracts?

You **COULD** say I was patriotic!

You want to see America remain strong???

No, I want to see **ME** remain **RICH!**

Uh—what's patriotic about that?

Not much... but it sounds better than saying I'm greedy!

But can't you make as much money by producing products for Civilians...?

Are you kidding?! Those wimps are always looking for bargains or rebates or give-away sales! And in a recession, nobody wants to waste his hard-earned bucks on overpriced shoddy junk... except the Government! Yes, sir... there is never a recession in Defense Spending!!



Mr. Warbucks... wasn't your company caught overcharging the Government?

Oh... that was a simple Bookkeeper's error!

What happened? Did he make a mathematical mistake?

No... the idiot showed the Government Auditor the **WRONG SET OF BOOKS!!**

What did the Government do... hit you with a stiff fine? Cancel your contract? Throw you in the slammer?

This isn't Russia, y'know! We're not dealing with the Internal Revenue Service!! All the Defense Department does is make you **repay** the money you overcharged them?

That's **ALL** that happened?!

Well... I also had to write on the blackboard fifty times: "I won't ever cheat the Government"!





We demand to purchase your latest fighter planes... to defend our country against Infidels! But, even though you sell us your planes, we will still hate Americans! We will spit on your flag and say bad things about your dog of a President!

That's okay! Insulting our President is an old American tradition! We never let it interfere with business! And if you buy our latest jets, we'll train your pilots to fly them, compliments of the American taxpayer!

Would you sell weapons to a Communist country?

Do teenagers play Pac-Man?

We sell weapons to China... and they got more Commies than anybody!!

That's what free enterprise is all about! That's what makes our country great!

Not to mention making YOU very RICH!



Tell us, Mr. Warbucks, is your firm working on any NEW SUPER WEAPONS?

Armies need other things besides weapons! They SAY an Army travels on its stomach...

Close! If you've ever eaten Army food, you'll know how vital this project is...!!

Oh? Are you making Field Kitchens??

We're making a Portable Latrine!



This was our first model of the BMX1 Portable Latrine! It cost \$75 a unit! We called it "The Casper" after Casper Weinberger, the best friend the Defense Industry ever had! All you had to do was pull a tab and PRESTO!



Gee... it looks like it's made out of cardboard!!

It's stronger than cardboard, lighter than cardboard and more flexible than cardboard! Unfortunately, it holds WATER like cardboard!



Well, we went back to the old drawing board, and came up with this beauty—completely water-tight—for a mere \$200 bucks each!

I thought you said this was supposed to be a PORTABLE LATRINE!



Weightwise, it did present some problems, so we made a few minor design changes and "The Casper" is now a MOBILE UNIT! The price went up a bit also—to \$50,000! But that includes the vehicle, a special seatbelt on the John for use in rough terrain, and a roll of Charmin Toilet Tissue...!!



I'm General Wastemore! I've been put in charge of this project!

How do you like it so far, General?

I'm afraid it needs work! Any G.I. using this will be—you should pardon the expression—a sitting duck! Those Russians would love to catch one of our boys unarmed and with his pants down! So I want some firepower added to this baby!



Well, we can install a rocket launcher and a 25mm cannon for \$75,000! But we'll have to make some design changes! We don't want anybody launching a missile when he thinks he's flushing the John!!

Right! And we don't want 'im flushing the John, thinking he's blowing away the enemy ... ha-ha-ha!!

Offensively, it's A-Okay! But now I want to test its defensive strength!

Sit down there, boy!

But, Sir! I'm Ed Razzner... tough reporter!

That's an ORDER!!



See what I mean! This outhouse needs some ARMOR PLATING!

Right on, General! Of course, we'll need a new engine to carry the additional weight, and a track instead of wheels! A half a million should do it!



Isn't that a bit steep just for a John?!

Boy, a civilization is judged by its latrines! Take the Russians! If you tried squeezing Russian toilet paper like this, you'd get splinters! Our toilet facilities is one of the things that makes this country No. 1!!



General... there's a slight hitch! Our new design won't fit into a cargo plane! We'll have to make the new latrine so it can be disassembled, crated and then put together in the battle zone!

I like it! It's the American Way! When you buy your kid a bike, you have to put it together!! So it's only right that the G.I.s put together their own John! Make 70,000!!



I still think half a million dollars is a lot of bread to spend on a lousy portable latrine!

It's now a cool million, Ed! We've got to strip it down and re-design it for easy assembly... put it into a box... and print up instructions in English and Spanish!



Hey General how about a few extras like a plumber's helper and a reading lamp?

I love it! How about a soft seat??

I never use anything else! How about an "Officer's Model" with a hot tub??

Terrific!! Hmm! Let's see! That'll come to two million bucks each!

As we say at the Pentagon, damn the costs... full speed ahead!

This is Ed Razzner, signing off for MAD Magazine!



Jaffee

Americans are known for over-doing things, and that tendency has now spread to our current craze over running. The "Boston Marathon," the "New York Marathon" and the "Pike's Peak Marathon" have been joined by a multitude of "Celebrity 10-Kilometer Runs," "Marathons For Charity" and other fund-raising distance races. And before the fad fades, you can look forward to many more... like the ones we're about to "run" past you now in this long-winded article entitled...

LONG DISTANCE RUNS OF THE FUTURE

ARTIST: JACK RICKARD

WRITER: DENNIS SNEE

SUNDAY, APRIL 17, 1983
NBC STUDIO PARKING LOT
BURBANK, CALIFORNIA

A FIRST IN DISTANCE RUNNING!

THE JOHNNY CARSON SUBSTITUTION MARATHON

NOW YOU CAN ENTER A MARATHON AND DESIGNATE ONE OR MORE SUBSTITUTE RUNNERS TO FILL IN FOR YOU DURING THE RACE!

If you're a runner who needs some help over a long distance race, then this one's for you!

JOHNNY CARSON HIMSELF WILL OFFICIALLY START THE RACE—UNLESS JOHN DAVIDSON, JOAN RIVERS OR DAVID BRENNER IS AVAILABLE TO FILL IN FOR HIM.



*Or rather, one of Johnny's guest runners, saying "Come on out and run in part of my Marathon!"

Send In Your Entry Blank Today... Or Designate A Guest Filler-Outer To Fill It Out And Sent It In... And Assure Yourself A Place At The Starting Line!

SEE YOU AND YOUR SUBSTITUTES THERE!



clip and mail today

**ENTRY FORM—THE FIRST ANNUAL MEATLOAF
ONE KILOMETER CARDIAC ARREST MARATHON**

Name _____
Address _____
City _____ State _____ Zip _____

WEIGHT CLASS:

- ☐ Overweight
☐ Way Overweight
☐ Once Jumped Off A Bathroom
Scale And Wound Up In China

CHECK ONE:

- ☐ \$4.00 Entry Fee
Enclosed
☐ \$90.00 Enclosed For Official
Race T-Shirt—Full-Body Size

**FOR RUNNERS WITH LOTS OF HEART
...AND STOMACH, AND THIGHS AND CHOLESTEROL!**

MEATLOAF

ONE KILOMETER CARDIAC ARREST

MARATHON

1ST ANNUAL ONE-KILOMETER CARDIAC ARREST MARATHON

OBESE, OUT-OF-SHAPE RUNNERS OF ANY AGE MAY ENTER!

We want to serve notice that running is not just for the physically fit. Come out and pant, wheeze and maybe even collapse in a race featuring such non-runners as:

ORSON WELLES JACKIE GLEASON WILLIAM CONRAD
SHELLY WINTERS VICTOR BUONO ELIZABETH TAYLOR

...AND YOUR PONDEROUS HOST, MEATLOAF

SUNDAY, MAY 22, 1983

GRIFFITH PARK, LOS ANGELES, CALIFORNIA

OFFICIAL RUNNERS' REFRESHMENTS COURTESY OF "STINKY'S
EXTRA-RICH SHAKES" AND "MARK'S CHEESECAKES OF PASADENA"

THE FIRST AND ONLY MARATHON FOR RUNNERS WHO ALWAYS QUIT BEFORE THE FINISH!

THE ROBERTO DURAN "I GIVE UP"?K RUN

**THIS SCHEDULED 10K RUN WILL
ACTUALLY LAST AS LONG AS THE
INDIVIDUAL RUNNER WANTS IT TO!**

NO PRESSURE!

**NO OBLIGATION
TO STICK IT OUT!**

QUIT WHEN YOU FEEL LIKE!

The American Runners Association, in conjunction with the Louisiana Boxing Society, in recognition of the precedent established by former World Champion Roberto Duran during his title bout with Sugar Ray Leonard, will host this half-hearted run on

**OCTOBER 13, 1983
BOURBON STREET
NEW ORLEANS, LA.**

Celebrating The 2nd Anniversary Of The
Panamanian's "Unconditional Surrender"

**RACE BEGINS—AT 9:00 A.M.
RACE ENDS—WHEN YOU SAY SO!**



**ROBERTO DURAN, Honorary Chairman
"This race won't go the distance!"**

★★★★★★★★★★★★

Any excuse is sufficient for quitting:
stomach cramps, leg cramps, no cramps!

Or you can quit for no reason whatever!

ENTRY FEE: \$10.00 (which includes an
official "white flag of surrender" in
lieu of an official marathon T-shirt)

SIGN UP NOW OR ON THE DAY OF THE RACE!

NOTICE: ANY RUNNER WHO ACTUALLY COMPLETES THE RACE WILL BE DISQUALIFIED!

IT'S ABOUT TIME!

THE CHEYENNE COW PASTURE WATCH-YOUR-STEP MARATHON



GET READY TO RUN... CAREFULLY!

AT LAST...a Marathon with a real Western Flavor! We're gonna show the world that running isn't just for city folks!

RACE BEGINS...at 6:00 A.M. sharp! Before the cows come out, and also when the course is a lot harder to distinguish!

WESTERNERS and out-of-towners are equally welcome to enter!

A SPECIAL AWARD WILL BE PRESENTED TO THE RUNNER VOTED AS THE RACE'S BEST C.P.A. (COW PIE AVOIDER).

SATURDAY, JULY 2, 1983
THE JOHNSON RANCH



IT'S A MARATHON TO SEPARATE THE MEN FROM THE BOYS... AND BOTH OF THEM FROM THEIR WALLETS!

**THE DETROIT INNER CITY
10K "RUN FOR YOUR LIFE"**



TEST YOURSELF!

Check out your respiratory limits under a high pressure situation!

ACCEPT THE CHALLENGE!

Try crossing a downtown American city on foot, something the experts say simply cannot be done anymore!

MAKE NEW FRIENDS!

Join the only long distance race where running in large groups is mandatory!



BEGINNING 9:00 A.M. (BROAD DAYLIGHT)
SUNDAY, JUNE 12, 1983
AT THE RENAISSANCE CENTER, DOWNTOWN

Your \$8.00 entry fee includes a T-shirt, a can of mace and an Inner-City Phrase Book, should you need to ask directions of the natives during the ordeal.

*** SPONSORED BY: ***

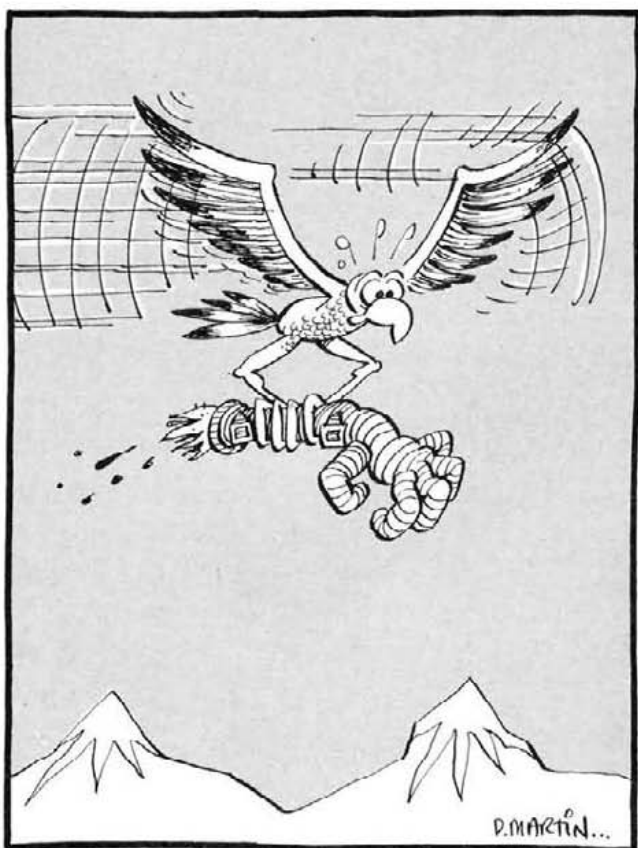
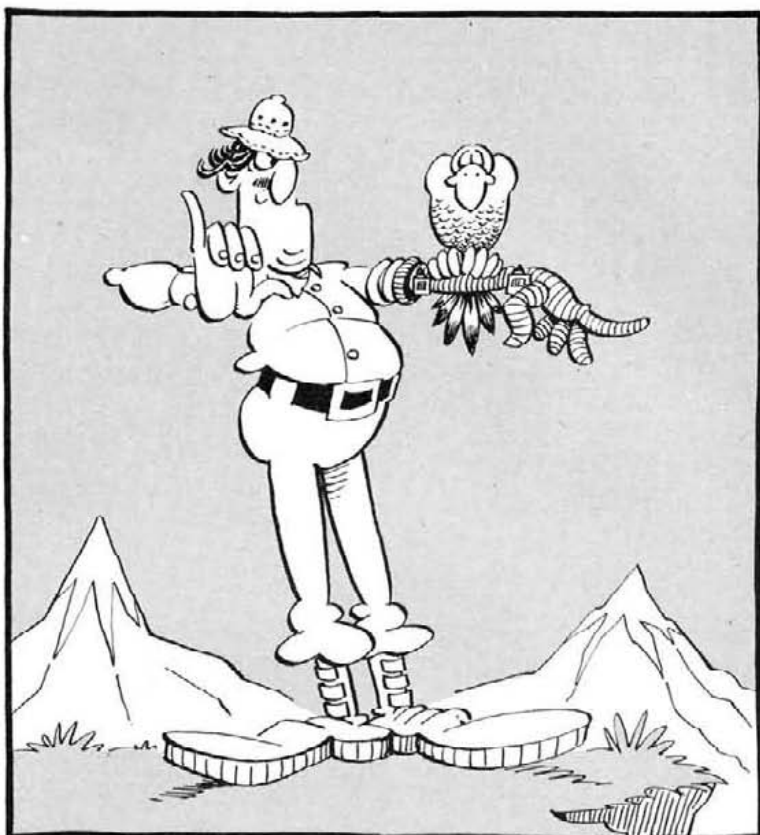
American The Downtown Murphy's Bullet-Proof
Urban League Athletic Club Jogging Suits

SPECIAL ATTRACTION:

Recording star Roy Orbison will officially start the race after singing his hit, "Running Scared"!

REGISTER NOW!!

ONE MEDIEVAL AFTERNOON WHILE FALCONING



D. MARTIN...

Who knows what a "Non Sequitur" is? Hands, please! Two... three... four! How soon you forget! Because it was just eight short years ago (July, 1974) that we explained what it is... when we ran an article called "Parental Non Sequiturs." Remember? Hands, please! Five... six... seven! Okay, we'll try again. You know how whenever you tell your parents something, no matter how important it is to you, it becomes nothing more than another opportunity for them to zap you with a criticism? Hands, please! Eight million... nine million... ten million! Well, when they do that, they're answering with a "Non Sequitur"—which is Latin for "It does not follow!"—and explains why Latin isn't spoken much any more. In other words, a "Non Sequitur" is something that's said... in response to something that's said...which doesn't make any sense. Like this stupid introduction! So read the article already! It's shorter, and you'll get the idea with:

MORE PARENTAL NON-SEQUITURS

ARTIST: PAUL COKER

WRITER: STAN HART

WHAT YOU SAY TO YOUR PARENTS:

I just made First Class Scout!



WHAT YOU HOPE THEY WILL SAY:

It doesn't surprise us, Son!

That's because you're a first class person!



WHAT THEY WILL PROBABLY SAY:

If they gave merit badges for dirty fingernails, you'd be an Eagle Scout!



WHAT YOU SAY TO YOUR PARENTS:

Good news! I passed my Drivers Test!



WHAT YOU HOPE THEY WILL SAY:

Let's have our new driver take us for a spin!!

My little baby, driving a car! How time flies!



WHAT THEY WILL PROBABLY SAY:

You can remember the answers to the Drivers Test, but you can't remember to put the cap back on the toothpaste!



WHAT YOU SAY TO YOUR PARENTS:

My science teacher says I could be another Albert Einstein!



WHAT YOU HOPE THEY WILL SAY:

I'm so happy for you!!

Now it's important to choose the right college!



WHAT THEY WILL PROBABLY SAY:

I'll bet Einstein never forgot to clean the ring around the tub every time HE took a bath!!



WHAT YOU SAY TO YOUR PARENTS:

Boy... out of two hundred applicants, they picked ME for the job!



WHAT YOU HOPE THEY WILL SAY:

Son... if they'd had two hundred THOUSAND applicants, they STILL would have picked you!!



WHAT THEY WILL PROBABLY SAY:

If they'd seen how you spend all your time playing those stupid video games, they'd KNOW how terrific you are!!



WHAT YOU SAY TO YOUR PARENTS:

Mom, Dad... Arthur just popped the question... and I said "Yes!"!



WHAT YOU HOPE THEY WILL SAY:

I'm so happy for you! Arthur's one lucky guy!

My baby...! My baby...!



WHAT THEY WILL PROBABLY SAY:

And just how long do you think it'll last when he sees how you leave your clothes laying around everywhere?!!



WHAT YOU SAY TO YOUR PARENTS:

My I.Q. results put me in the country's top ten-percentile!



WHAT YOU HOPE THEY WILL SAY:

Not only are you the sweetest girl in the world...

...you're also one of the very smartest! You're just perfect!



WHAT THEY WILL PROBABLY SAY:

I guess in your percentile, it's perfectly all right to go around looking like a slob!!



WHAT YOU SAY TO YOUR PARENTS:

I was elected School President today... by a landslide!!



WHAT YOU HOPE THEY WILL SAY:

Today, President of the School! Tomorrow, President of the United States!!



WHAT THEY WILL PROBABLY SAY:

Tell me, Mr. President! When was the last time you took the dog for a walk?!



WHAT YOU SAY TO YOUR PARENTS:

Mom! Dad! I just found out that I made the Dean's List this semester!



WHAT YOU HOPE THEY WILL SAY:

We always knew how smart you were!!

And now everyone else will know!!



WHAT THEY WILL PROBABLY SAY:

You come home late for dinner one more time, and I'll "Dean's List" you one... right across your face!



NOW THAT EVERYONE SEEMS TO BE DRIVING CARS WITH THOSE "PERSONALIZED" LICENSES

PERSONALIZED FOR FICTIONAL AND HIS

ARTIST: BOB CLARKE

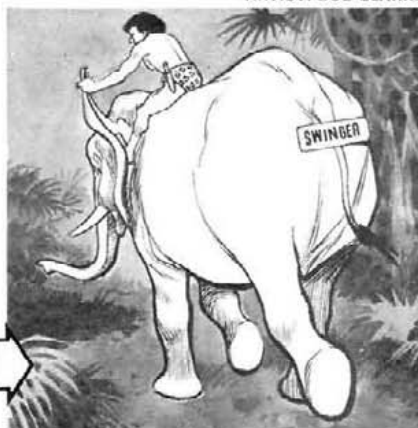


FOR ATTILA

HUN-1

FOR TARZAN

SWINGER



FOR VINCENT

GO V GOGH

FOR NIKOLAI LENIN

REDHEAD



FOR MARCO POLO

KHAN MAN

FOR EVE

1ST LADY



PLATES, LET'S TAKE A MAD LOOK AT WHAT IT WOULD'VE BEEN LIKE IF THERE'D BEEN

LICENSE PLATES

HISTORICAL CHARACTERS

WRITER: FRANK JACOBS



FOR ADOLF HITLER

HEIL ME

FOR GEORGE PATTON

%#@&!!

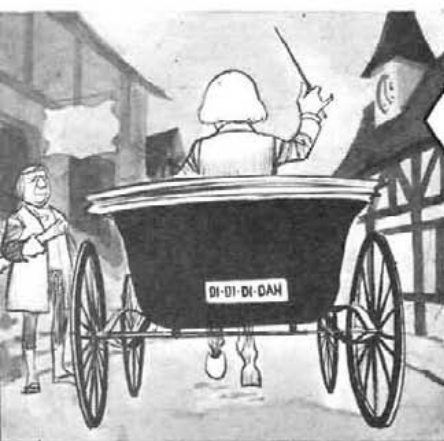
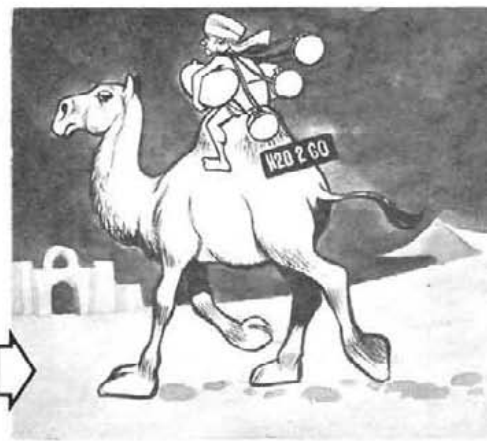


FOR THE MARQUIS
DE SADE

BEAT IT

FOR GUNGA DIN

H²O 2 GO



FOR BEETHOVEN

DI-DI-DI-DAH

FOR MOSES

TAKE 10



SICK HUMOR DEPT.

LITTLE-KNOWN AND RARELY DIAGNOSED

MAD

"PARKING LOT FOOT FATIGUE"



"FRIGID FREEZER FINGERS"



"AUTOMATIC DOOR CONTUSION"



"CANNED DELICACY NAUSEA"



"THE SOAP AISLE SNEEZING ATTACK"



AILMENTS

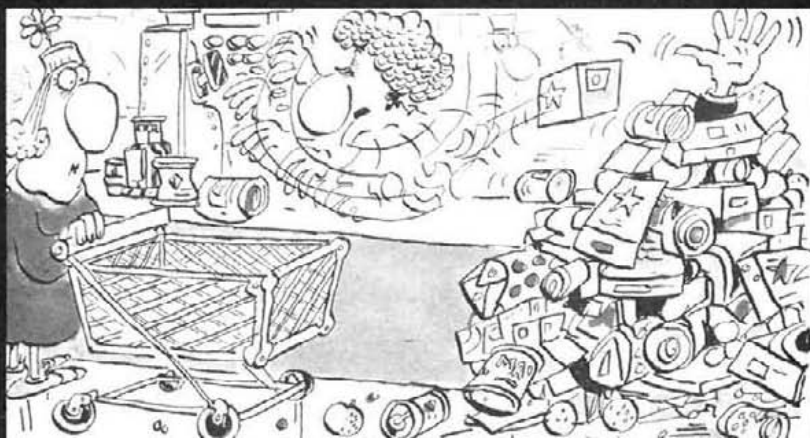
"THE SPEEDING BASKET BASHED ANKLE"



"THE LONG LINE ANGER SPASMS"



"THE CHECK-OUT COUNTER CRUSHED HUSBAND"



CONTRACTED AT ... SUPERMARKETS

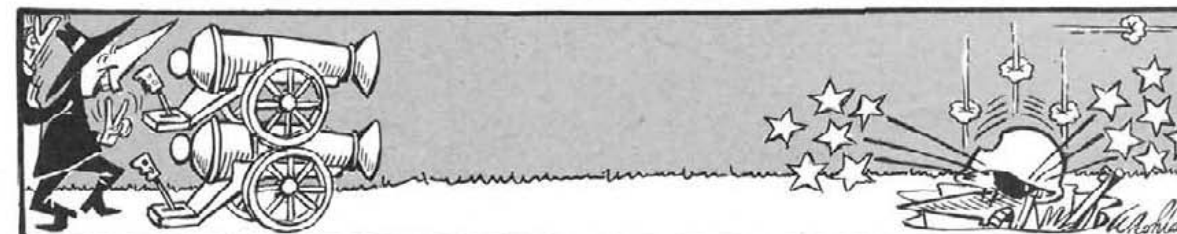
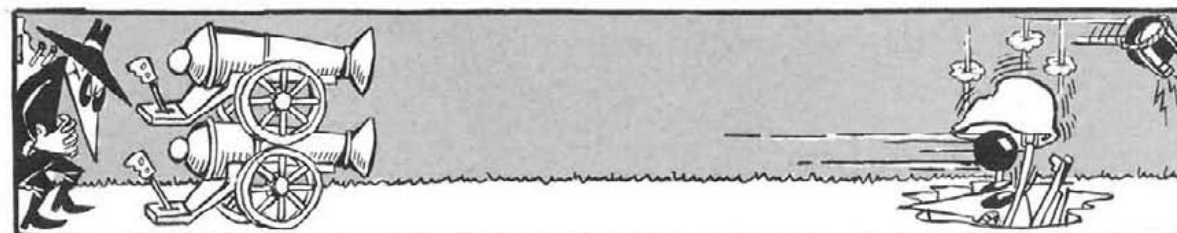
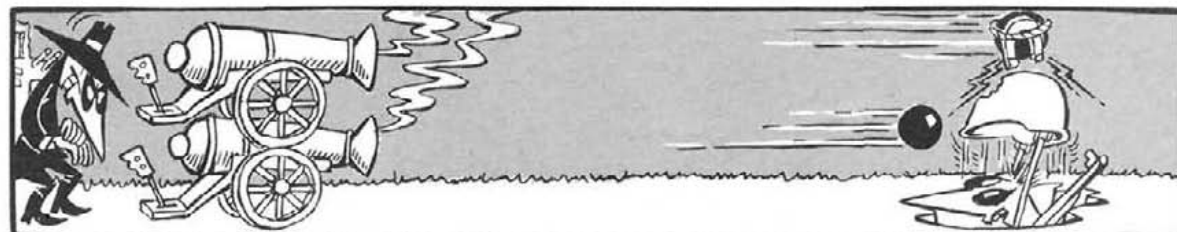
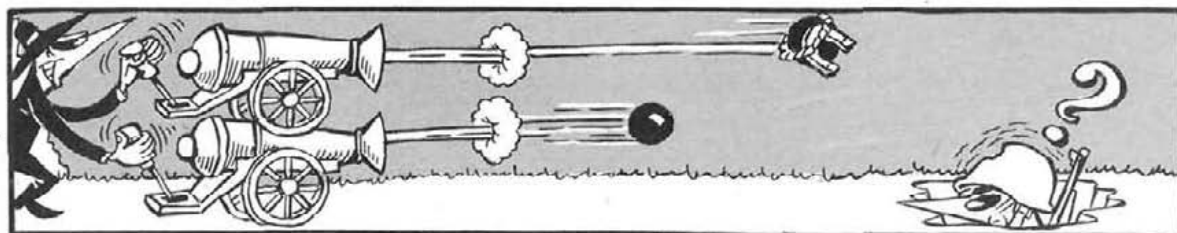
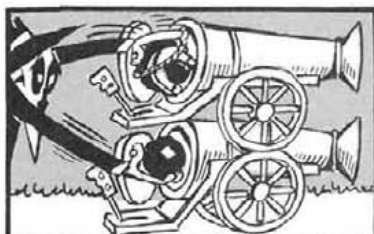
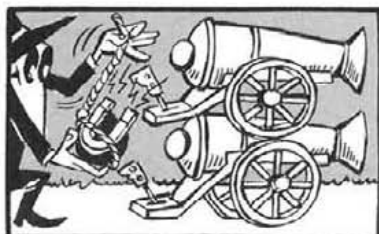
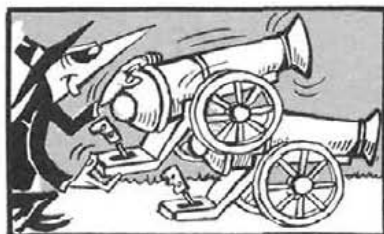
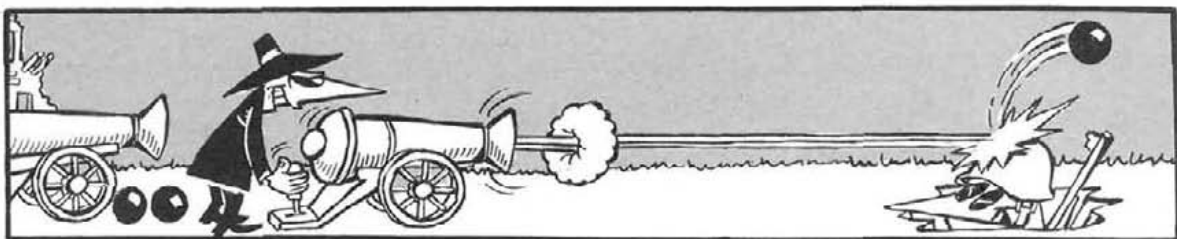
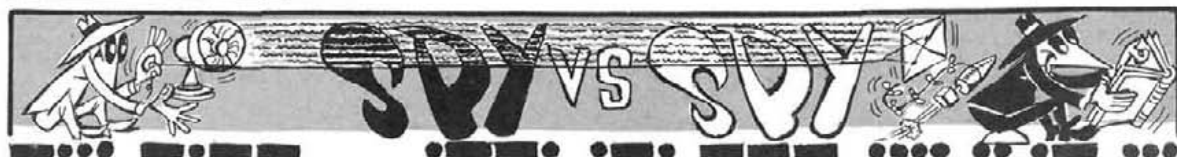
ARTIST AND WRITER: DON EDWING

"THE CHECK CASHING ANXIETY ATTACK"



"THE CASH REGISTER TOTAL JAW DROP"





Want to see a picture that deals with important, contemporary problems? A picture that makes you feel as if you've had an enriching experience and that it was worth the five bucks you paid to see it? So would we—and we'd appreciate your letting us know where one is playing! Meanwhile, we'll try to be content with movies like:

ARTIST: ANGELO TORRES

WRITER: STAN HART

THE VERDICCH

I'm Hank Gallon!
I used to be a
top-notch lawyer,
but now I'm re-
duced to taking
crummy little
cases like these:

"Tootsie"
Hoffman—
charged with
impersonat-
ing a woman!

Nick Nutty
and Eddie
Smurphy—
charged with
impersonating
police officers
for 48 HOURS!

Deadly and Mary
Toiler Moore—
charged with
adulterously
impersonating a
married couple
for SIX WEEKS!

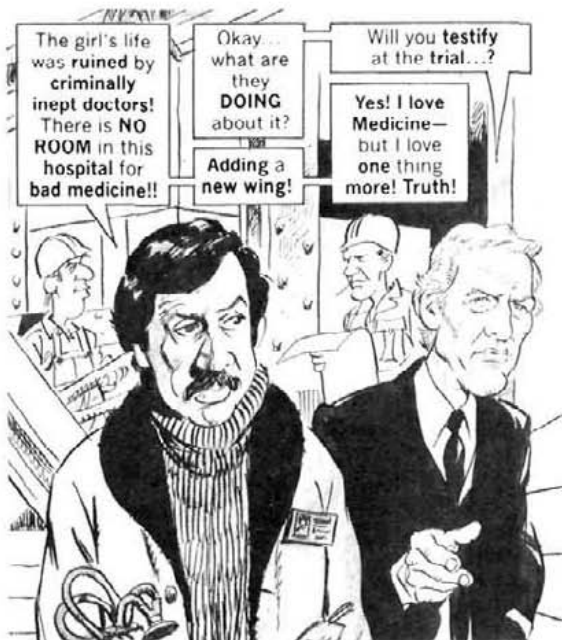
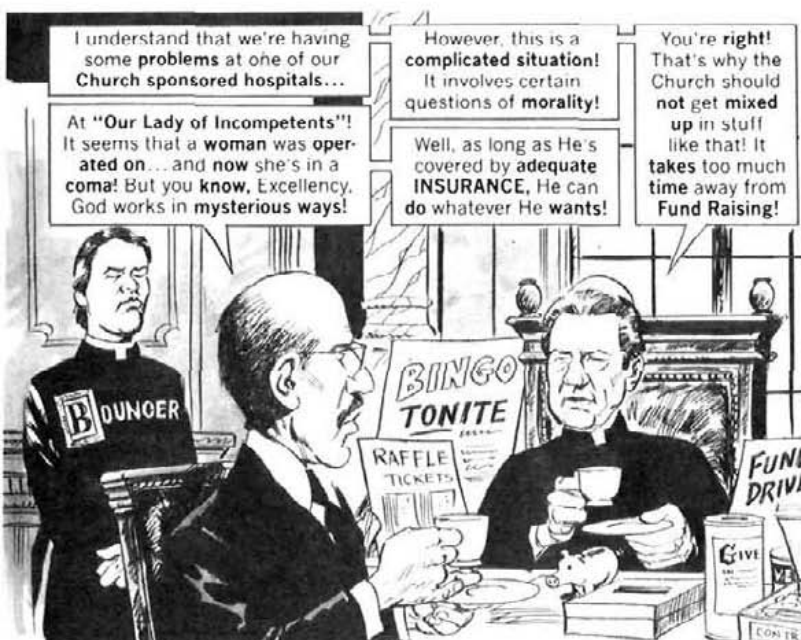
Clint Beastwood
—charged with
creating a pub-
lic nuisance by
impersonating
an actor for
TWENTY YEARS!

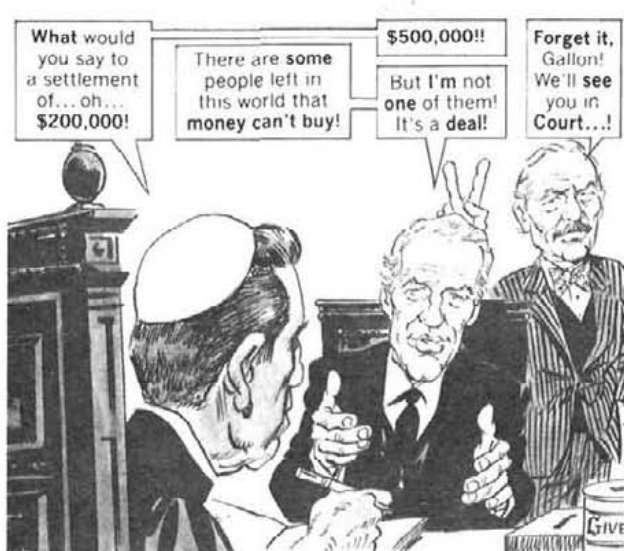
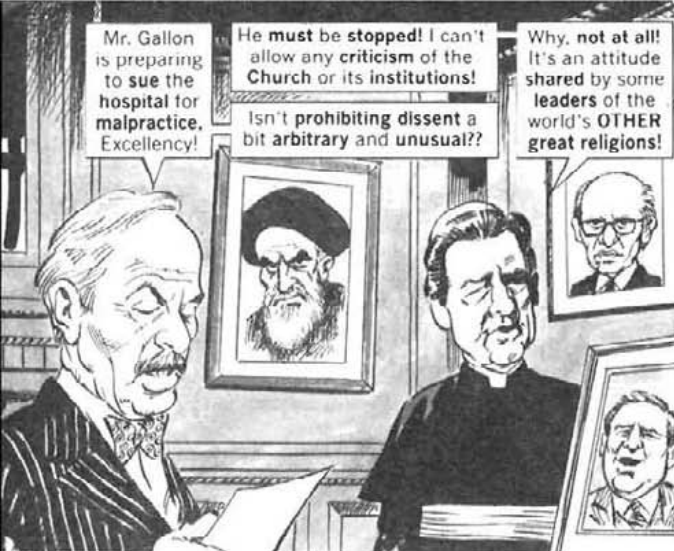
And what's HE
charged with
impersonating?

Nothing!
He's just a
flasher!









All I ask is—you conduct a fair trial... and let the facts speak for themselves!

How dare you imply that I'm not impartial! I get \$65,000 a year from the State to see that Justice is done!

And \$150,000 from US to see that it's not!!

Better take their \$200,000 offer and call off your case! You have no witnesses... and not one shred of hard evidence! You CAN'T WIN!

Really? Well, just supposing I sway the Jury with my eloquence...?!

Then I'd have only one course open to me...! I'd declare a MIS-TRIAL!

How could you turn down their offer of \$200,000 without asking us?!

They were bluffing! I laughed in their faces!

But supposing they WEREN'T bluffing...?!

Then I made a tactical error! But at least I got a good LAUGH out of it!



Did you call the doctor who said he would testify at the trial?

He won't be any help! They GOT to him!

I don't believe it! He said there was only ONE THING he loved more than Medicine... and that was THE TRUTH!

Yeah? Well, he told ME there was one thing he loved even MORE than The Truth... a Two-Week, All-Expenses-Paid VACATION IN THE CARRIBEAN!



We have no case! I made a huge mistake, thinking I could win it!

I don't want to hear you talk like that—like a failure! I—I don't want a failure! My first husband was a failure! I can't take another one!

I can't I CAN'T

Where'd you get that kind of talk from...?

From watching the Soaps! What ELSE do I have to do with my time... since I don't work, cook, clean or do ANYTHING in this movie?!



You're our STAR WITNESS, Doctor!

Well, it TAKES one to KNOW one!

Please don't answer the question like that when we get to Court! Now, about your credentials...

I am very proud of them! I am currently the Chief Attending Physician at ringside (or all Wrestling Matches in Bayonne!

gulp Oh, boy!!

And I am also Head of Surgery at all Roller Derby Games in Newark!



You were present at the operation!! I've got to speak to you, Nurse Brady! Please!

C'mon... dammitt!! Can't you hear the bell ringing?

I'm a Registered Nurse, Mister!! I'm TRAINED to IGNORE BELLS!!



I took this **photograph** to show you what this case **means!** Look at it! Only **you**—the **Jury**—has the **power** to do something about such a **deplorable condition...** by awarding my client a **HUGE SETTLEMENT!**

That picture is really **disgusting!!** What is it??

A photo of his office! With his share, he can afford to have the place cleaned!!



Now, Doctor...can you tell me what are some of the things a **good physician** should remember at all times!

His **Hypocratic Oath!!**

Very good! And what **else...**?

That every patient is **equal**, regardless of **race** or **creed!**

Excellent! And what **ELSE** is very important for a doctor to remember?

That the **head bone's** connected to the **neck bone!** And the **neck bone's** connected to the **chest bone!** And the **chest—**

That will be **all!**



I'm going to **fight** this, no matter what...!!

I want to see **TRUTH prevail!** I want to see **FAIRNESS...** and **JUSTICE FOR ALL!!**

Don't waste your time!!

You gotta be **KIDDING...**!!



He's the **LAST** guy I'd talk to about **"AND JUSTICE FOR ALL!"**



Tell us, Doctor, isn't it a fact that giving a patient **anesthesia** too soon after she's eaten could be very **dangerous?** Perhaps even cause a **COMA?**

I OBJECT!! Plaintiff's Counsel is being **argu-mentative** and **leading** the **witness!**

Boy, when the **JUDGE** makes an objection, you really **KNOW** you're in trouble!



I've got to trace the **Admitting Nurse!** If Nurse Brady called her, her phone bill will show it...

Whatcha doin', Mister?

Seeing that **Justice** is done!!

And to do that, you have to **break** the **Federal Law** that prohibits **tampering** with **mailboxes...**?

Sometimes, you have to take the **Law** in- to your own hands!

Gee, that's what my **Uncle** says!!

Who is your **Uncle?**

He's the **Head** of our local **Ku Klux Klan!**



I've tracked down the **Admitting Nurse** in **New York**, and I'm bringing her back! I hope it works, because **Guncannon** can be a **shrewd** opponent!

Not as **shrewd** as we think! He **pays** his spies by **check!**

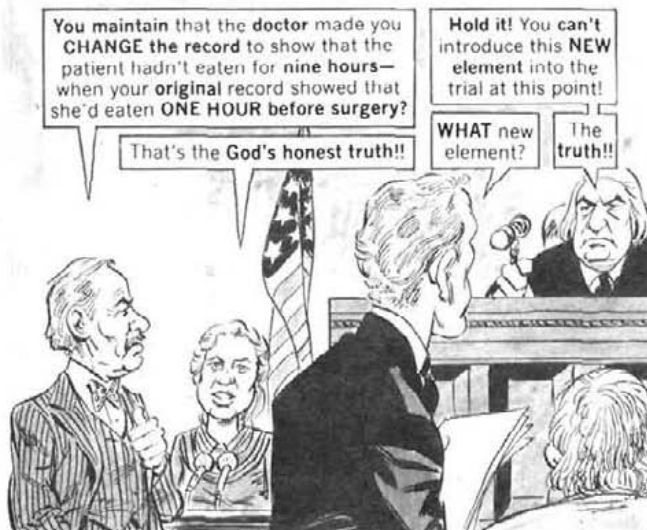
Oh...? Who is his **spy??**

I'll give you a **hint!** You've been **sleeping** with her!!

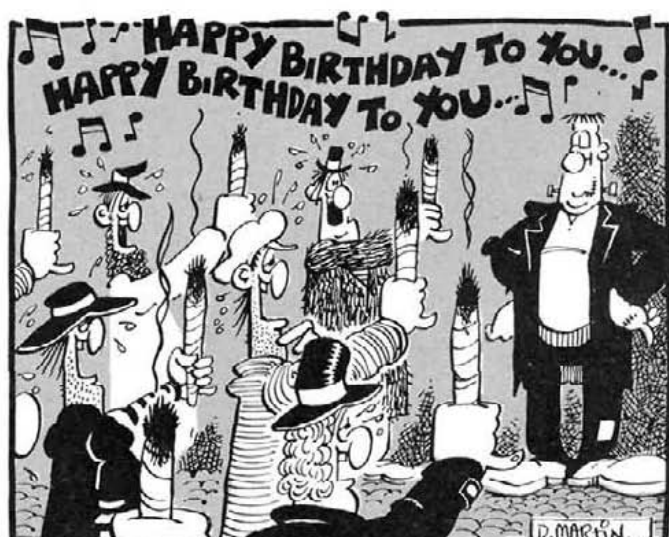
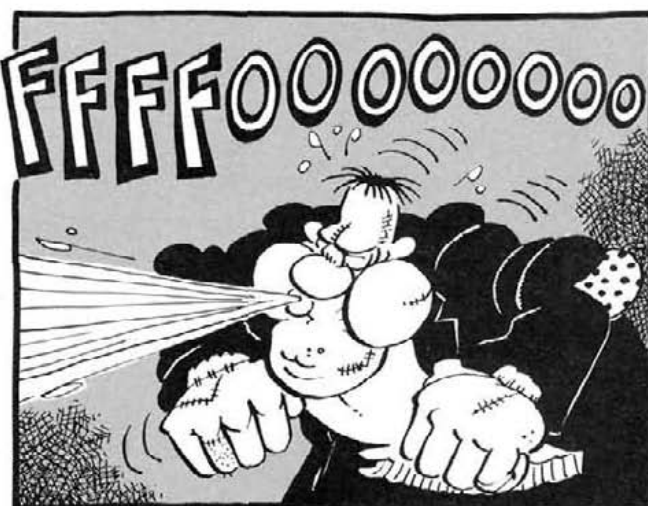
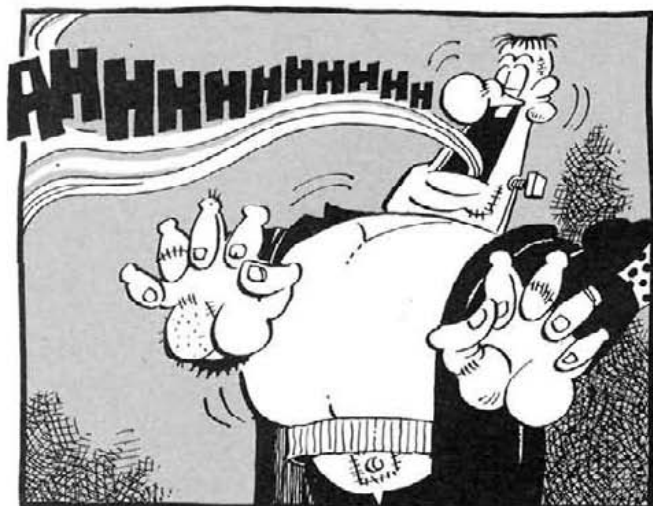
Those dirty **\$% @ # \$%es!**

You mean they bugged my **MISS PIGGY** doll!??

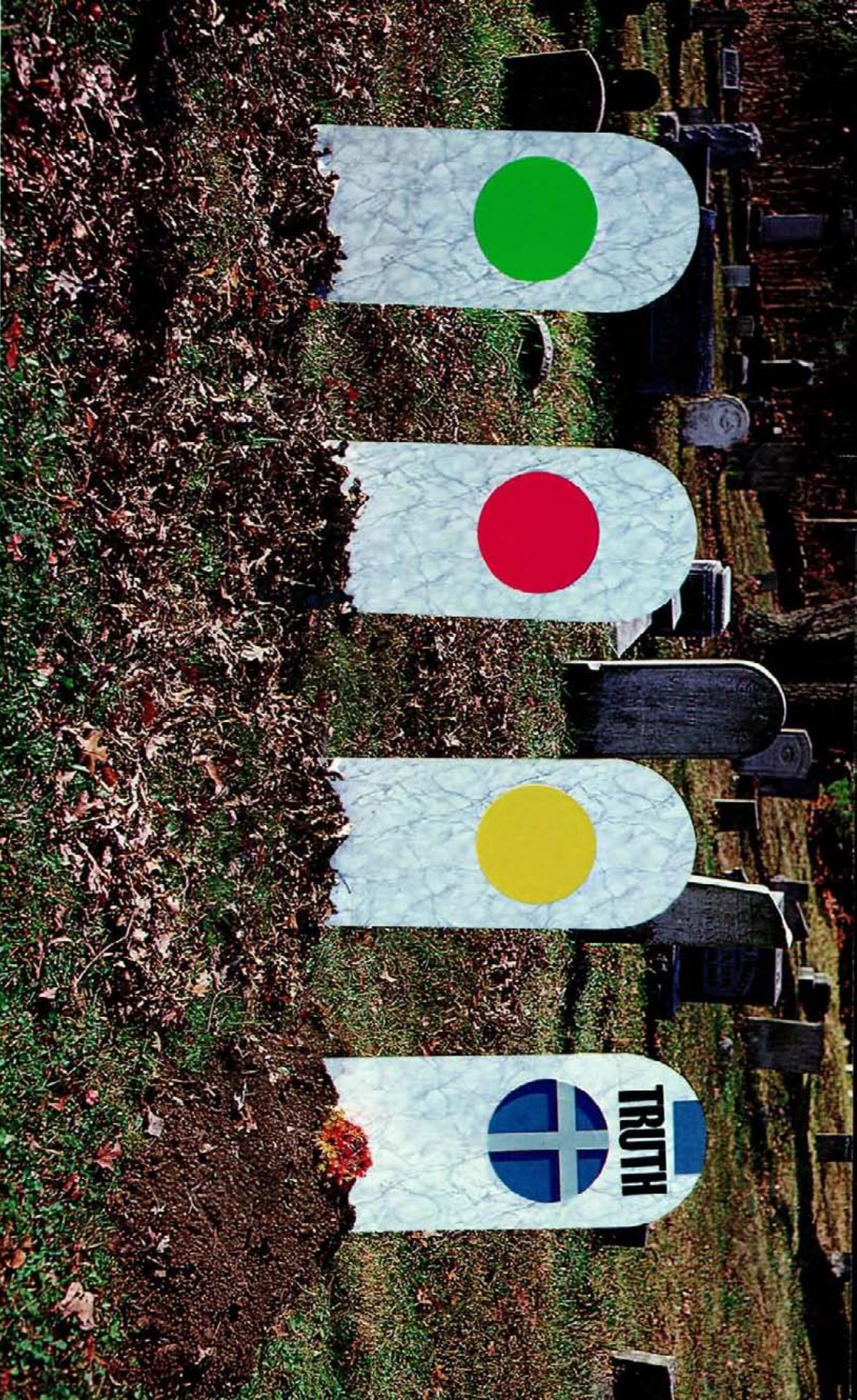




ONE SCARY NIGHT WHILE CHASING A MONSTER



⬅B



PHOTOGRAPHER: IRVING SCHILD WRITER: BILLY DOHERTY

Warning: The Surgeon General Has Determined That
All Cigarette Smoking Is Dangerous To Your Health.

You found out!

The Truth. That even smoking the one
enjoyable ultra low tar cigarette
doesn't make it any less deadly.